

Applic. No. 10/612,627

Amdt. dated May 26, 2005

Reply to Office action of November 26, 2004

### Claim Amendments

This listing of the claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (currently amended): A beverage container, comprising a container body, and a source of luminescence associated with said container body for emitting light, said source of luminescence being a luminescent pigment that is a component of a body material from which the container body is formed.

Claim 2 (currently amended): The beverage container according to claim 1, wherein said source of luminescence [[is]] includes a coating disposed on said container body.

Claim 3 (cancelled).

Claim 4 (original): The beverage container according to claim 1, further comprising indicia associated with said container body, said source of luminescence being disposed in said indicia.

Claim 5 (original): The beverage container according to claim 4, wherein said indicia is lettering or graphics and said

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source of luminescence is a pigment in ink forming said lettering or graphics.

Claim 6 (cancelled).

Claim 7 (original): The beverage container according to claim 4, wherein said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed on said body.

Claim 8 (original): The beverage container according to claim 1, wherein said container body is formed of plastic.

Claim 9 (original): The beverage container according to claim 1, wherein said container body is formed of glass.

Claim 10 (original): The beverage container according to claim 1, wherein said container body is formed of paper.

Claim 11 (original): The beverage container according to claim 1, wherein said container body is formed of metal.

Claim 12 (original): The beverage container according to claim 1, which further comprises a label disposed on said container

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body, said label containing indicia having said source of luminescence.

Claim 13 (original): The beverage container according to claim 12, wherein said indicia is lettering or graphics and said source of luminescence is a pigment in ink forming said lettering or graphics.

Claim 14 (original): The beverage container according to claim 12, wherein said label is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed within said body material.

Claim 15 (original): The beverage container according to claim 12, wherein said label is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed on said body material.

Claim 16 (original): The beverage container according to claim 12, wherein said label is an adhesive label.

Claim 17 (original): The beverage container according to claim 1, further comprising a sleeve disposed on said container body

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for maintaining a temperature of contents of said container body, said sleeve containing indicia having said source of luminescence.

Claim 18 (original): The beverage container according to claim 17, wherein said indicia is lettering or graphics and said source of luminescence is a pigment in ink forming said lettering or graphics.

Claim 19 (original): The beverage container according to claim 17, wherein said sleeve is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed within said body material.

Claim 20 (original): The beverage container according to claim 17, wherein said sleeve is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed on said body material.

Claim 21 (original): The beverage container according to claim 17, wherein said sleeve is formed of plastic.

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Claim 22 (original): The beverage container according to  
claim 17, wherein said sleeve is formed of rubber.